

January 29, 2020

A base for exploring Asakusa and the Tokyo Skytree Town®

## Tobu to Open Asakusa Tobu Hotel on Wednesday, July 22, 2020

Bookings will begin on the Tobu Hotel Management's website from Monday, February 10

Tobu Railway Co., Ltd.  
 Tobu Hotel Management Co., Ltd.

Tobu Hotel Management Co., Ltd. (Headquartered in Sumida-ku, Tokyo; President: Atsushi Shigeta), an affiliate of Tobu Railway Co., Ltd. (Headquartered in Sumida-ku, Tokyo; President: Yoshizumi Nezu), is preparing to open a hotel in front of Tobu Skytree Line Asakusa Station. The facilities and services of the hotel will be limited to those necessary for accommodations. Recently, Tobu Hotel Management has named the new hotel Asakusa Tobu Hotel and decided to open it on Wednesday, July 22, 2020.

The new hotel is excellently located a one-minute walk from Asakusa Station on the Tobu Skytree Line and the Tokyo Metro Ginza subway line and three-minute walk from Asakusa Station on the Toei Asakusa subway line. It will address the diverse needs of guests from inside and outside the country by, for example, offering many four-person rooms. Asakusa Tobu Hotel will serve as a base for exploring Asakusa and the Tokyo Skytree Town area. The Tobu Group aims to integrate Asakusa and the Tokyo Skytree Town to create the No. 1 tourist destination in Tokyo. Tobu Railway will complete the construction of the Sumida River Walk footbridge spanning the Sumida River and connecting Asakusa with Tokyo Skytree Station this coming spring. TOKYO Mizumachi, a commercial complex underneath the elevated railway track, is also scheduled to open.

In addition, the Tobu Group will successively open The Ritz-Carlton, Nikko on Friday, May 22, 2020; Wakoshi Tobu Hotel on Thursday, June 11; Kawagoe Tobu Hotel on Monday, June 29; and AC Hotel By Marriott Tokyo Ginza this summer. Sapporo Tobu Hotel will be rebranded as Fairfield By Marriott Sapporo, opening in the spring of 2020. With these openings, the Tobu Group will be operating 19 hotels and offer comfortable accommodations to the guests from inside and outside the country.

Information about Asakusa Tobu Hotel is appended as follows.



△ Asakusa Tobu Hotel (Conceptual image)



△ Guest room (conceptual image)

\*General inquiries should be directed to:

Asakusa Tobu Hotel Preparation Office, Tobu Hotel Management Co., Ltd. Phone: 03-5809-7320

Inquiries about this news release should be directed to the Public Relations Department of Tobu Railway

(Nohara and Yabu, Phone: 03-3621-5640).

### Information about Asakusa Tobu Hotel

- (1) Location 1-1-15 Asakusa, Taito-ku, Tokyo  
A one-minute walk from Asakusa Station on the Tobu Skytree Line and on the Tokyo Metro Ginza subway line  
A three-minute walk from Asakusa Station on the Toei Asakusa subway line
- (2) Structure/Size Steel construction, 14 floors above ground and one basement floor
- (3) Capacity 253 rooms (42 two-bed rooms, 189 two- or three-bed rooms and 22 four-bed rooms)
- (4) Facilities Front desk (1st floor), restaurant (3rd floor) and guest rooms (4th – 14th floors)
- (5) Design In many areas, the hotel will have artwork inspired by the Tokyo Skytree® and the autumn leaves of Nikko and other sights along the railroads of Tobu lines, and will also have designs reminiscent of scenery viewed from the train window. It will offer a space suitable as a starting point for travels.
- (6) Amenities Many guest rooms of the new hotel will have a four-person capacity. Diverse needs of guests from inside and outside the country will be addressed. Most guest rooms have a separated bathroom, sink and toilet and some guest rooms are barrier-free. A tablet terminal will be placed at the head of the bed to control lighting, air-conditioning and other features. An automatic check-in machine will also be available in the lobby.
- (7) Opens Wednesday, July 22, 2020
- (8) Booking begins 10 a.m. Monday, February 10, 2020 on the official Tobu Hotel Management website
- (9) Official website <https://www.tobuhotel.co.jp/asakusa/>
- (10) Operator Tobu Hotel Management Co., Ltd.
- (11) Designer/Builder Hazama Ando Corporation



△Entrance (conceptual image)



△Front desk (conceptual image)



△Restaurant (conceptual image)